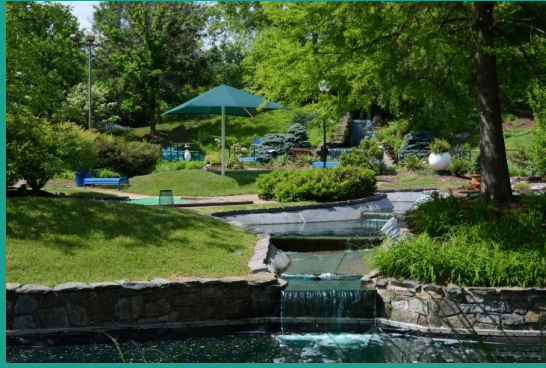


Annual Report FY18



Gaithersburg Department of Parks, Recreation and Culture

301-258-6350

www.gaithersburgmd.gov

A MESSAGE FROM THE DIRECTOR



Gaithersburg's parks, recreational facilities and cultural programs enrich the lives of residents throughout the City. From classes and sports to the Water Park to arts programs, historical sites, and special events, attendance at Gaithersburg parks and programs tops 600,000 annually.

This annual report for the Department of Parks, Recreation and Culture covers Fiscal Year (FY) 2018, July 1, 2017 to June 30, 2018. You will, however, see reference to some programs and facilities whose activities span the summer months, such as our summer camps and Water Park.

During FY18, our full and part-time staff continued to raise the bar by providing creative, innovative programming in quality facilities that engage citizens of all ages, with all interests and abilities. Committed volunteers also made invaluable contributions to our programs and administration.

Our Department serves a diverse population from the region. Youth participate in enriching, engaging programs after school, on school holidays, and during the summer. Active adults have access to healthy lifestyle opportunities including fitness classes, gym memberships, clubs, counseling, trips, hobby groups, fairs, and more. We offer a wide range of sports, fitness, personal development, education, arts programs, and live performances. Our events continue to engage the public, with contemporary ideas and innovative offerings.

Gaithersburg maintains a presence in the community through key collaborations with partners that include Montgomery County, the City of Rockville, the Maryland State Arts Council, and the Montgomery County Road Runners Club. We give back through book donation drop boxes at our facilities, the Holiday Giving program, the Dolores C. Swoyer Camp Scholarship Fund, and the Winter Lights Beneficiary program. Our staff members connect with other jurisdictions through professional associations including the Maryland Municipal League (MML), Maryland Recreation and Parks Association (MRPA), and the National Recreation and Parks Association (NRPA).

FY18 was a productive year in which our team explored new ideas, produced high-quality programming, met and exceeded many revenue goals, and provided outstanding customer service. We thank Mayor Jud Ashman, members of the City Council, and residents of our community for their enthusiastic support of the Parks, Recreation & Culture programs that continue to make Gaithersburg a great place to live, work, learn, and play.

Michele R. Potter

Director

Department of Parks, Recreation & Culture

MISSION & VALUES

Mission: The City of Gaithersburg Department of Parks, Recreation and Culture provides quality parks, well-planned sustainable facilities, and diverse cultural, artistic, and recreational opportunities and interests to promote the health and well being of residents and visitors.

Vision: We aspire to provide a high quality lifestyle, and to promote wellness and diversity by fostering the physical, mental, and social well-being of all.

Philosophy: We are an adaptive organization that serves our greater, diverse community with vigor, energy and compassion. Our character does count!

Inclusion: We commit to actively fostering diversity, inclusion, and cultural competency throughout our programmatic, research, development and operational efforts.

Core Values

Health and Wellness

Promoting healthy and enriching lifestyles for all ages, abilities and incomes

Inclusiveness

Celebrating our diverse community

Community Engagement

Providing effective communications and opportunities for involvement

Stewardship

Preserving and conserving natural, cultural and historical resources

Excellence

Offering high-quality, innovative programs

Exemplary Customer Service

Delivering positive, responsive customer service

Safety

Operating safe facilities and programs

Lifelong Learning

Offering engaging educational opportunities



YEAR IN REVIEW

AWARDS AND RECOGNITION

The Gaithersburg Book Festival was awarded the Maryland Municipal League Achievement Award. Jim McGuire, Sports and Youth Services Division Chief, was the recipient of the 2018 MRPA (Maryland Recreation and Parks Association) Outstanding Recreation Professional Award. The Department was awarded the MRPA Agency Showcase Award for Best Facility Brochure (Kentlands Mansion).

OPERATIONS

Organization

The organizational structure of the Department of Parks, Recreation, & Culture (PRC) changed during FY18. The divisions are now as follows: Sports and Youth Services, Recreation Services, Facilities and Administrative Services, and Cultural Events and Services.

Marketing and Outreach

Staff used more diversified marketing strategies to target members of the community and region. Data obtained through registration software, GIS services and the U.S. Census guided these approaches. The Strategic Marketing Approach Recreation Team (SMART) continued to effectively and efficiently advertise programs and communicate the Department's mission. SMART developed postcards, *Town Courier* ads, and bus shelter ads to promote seasonal programming and unify branding efforts in collaboration with the Public Information Office (PIO). Expanded social media endeavors included Facebook, YouTube, Yelp, Instagram, Pinterest and Twitter. Subscription-based newsletters kept people informed about their favorite facilities and programs.

Customer Service

Valuable feedback about facilities and programs was gained through surveys while email communication, including activity-specific e-newsletters, kept patrons informed about details related to classes, sports, and events. Frequent City website updates and Facebook posts informed citizens about upcoming events, classes, leagues, and programs.

The Recreation Management Software Replacement Project was scheduled to go live on January 22, 2018. Rollout went as planned and our online site and front desk operations provided uninterrupted service to our customers throughout the transition.

Fees

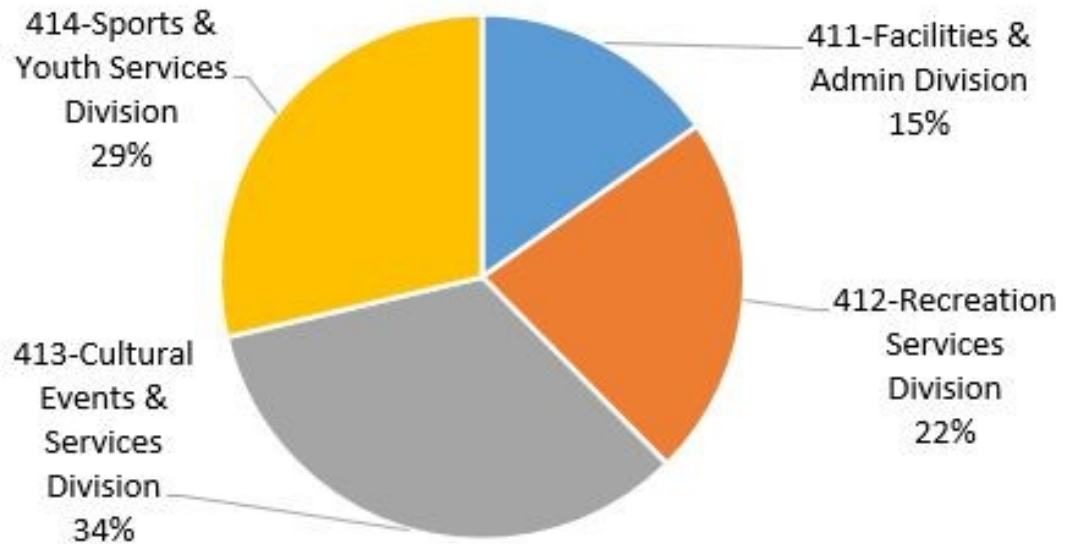
Staff assessed program fees and worked to balance revenue goals with affordability.

Policies

The Safety Committee evaluated employee injury reports and responded by suggesting new policies, protocols and measures to improve workplace safety. Internal policies considered employee wellness and established protocols for new technologies such as digital signage. Policies for patrons were refined to improve guest experiences at facilities.

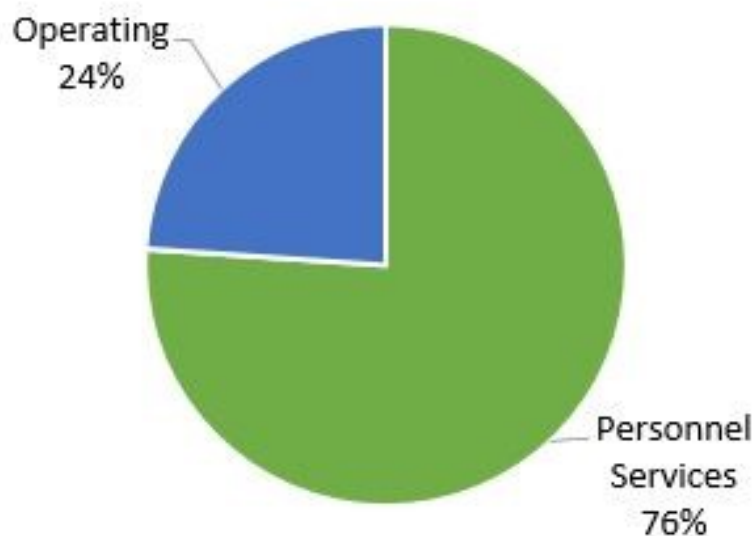
PR&C STATISTICS

FY18 Adopted Budget by Division



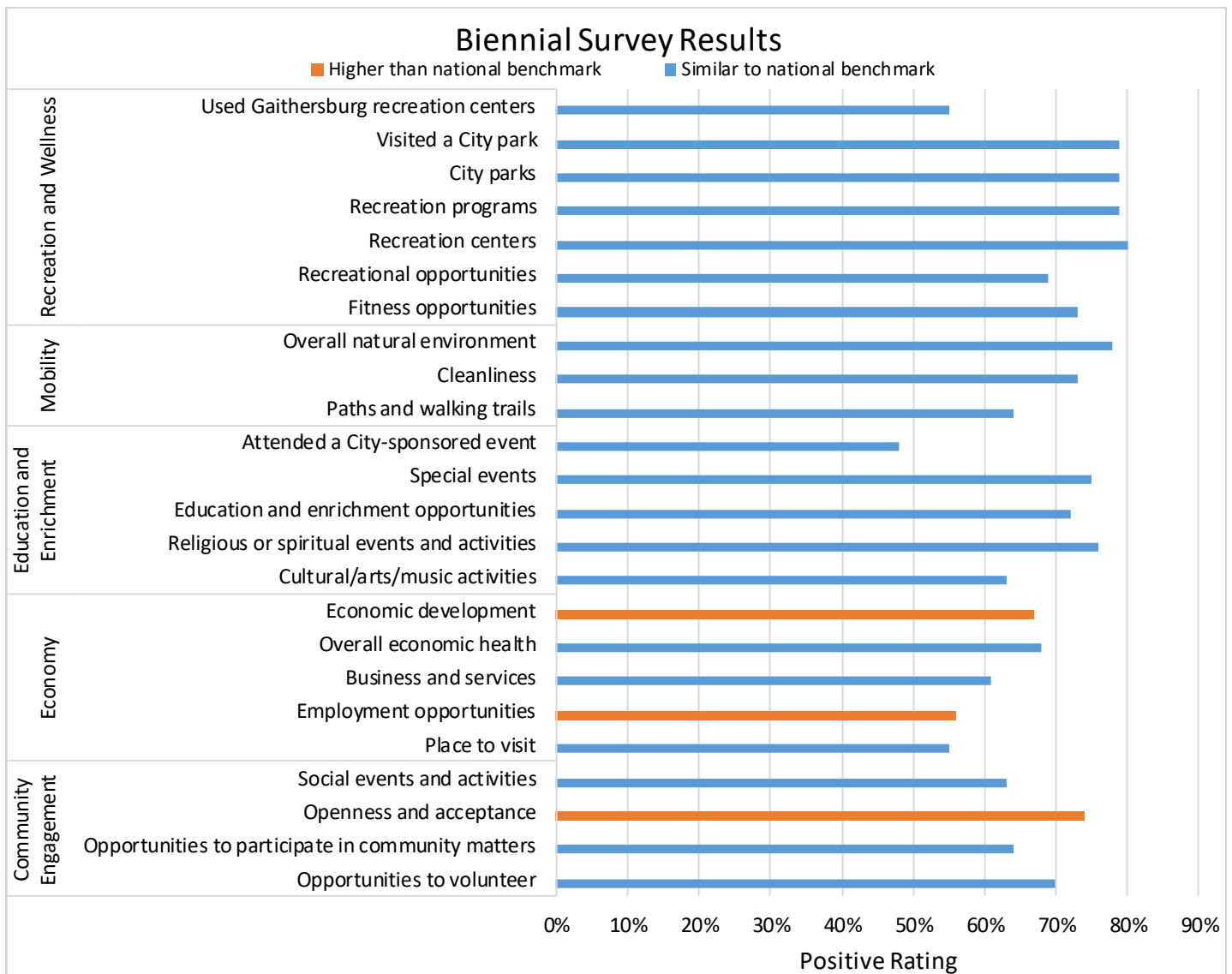
FY18 Total Adopted Budget: \$8,928,137

FY18 Adopted Budget by Object



HOW DID WE DO?

The Department of Parks, Recreation, and Culture contributes to the community livability of Gaithersburg through its event programming, park maintenance, sports and youth services, recreation services, cultural events and services, and availability of facilities and administrative services. In 2017, the National Research Center, Inc. (NRC) conducted the biennial citizen survey of City of Gaithersburg residents. According to a representative sample of 363 residents, Gaithersburg scored similarly or higher than the national benchmark in aspects of community characteristics, governance, and participation specific to services provided by this Department. This chart illustrates these findings.



SOURCE: Information on this page was obtained from *The NCS™ The National Citizen Survey™ Gaithersburg, MD Community Livability Report*, located at <https://www.gaithersburgmd.gov/government/city-manager/biennial-citizen-survey>

ECONOMIC IMPACT

The City's recreation programs and services foster a sense of community, develop healthy lifestyles and provide life-enriching experiences. They are vitally important to establishing the health of families and youth, contributing to the economic and environmental well-being of the community and region. Recreational services are often cited as one of the most important factors in surveys of how livable communities are; they provide an identity for citizens and are a major factor in the perception of quality of life.



In 2018, the Department of Parks, Recreation & Culture (PRC) had a significant impact on the local economy and generated financial activity throughout the State of Maryland. Our work promotes economic growth and provides jobs for hundreds of individuals.

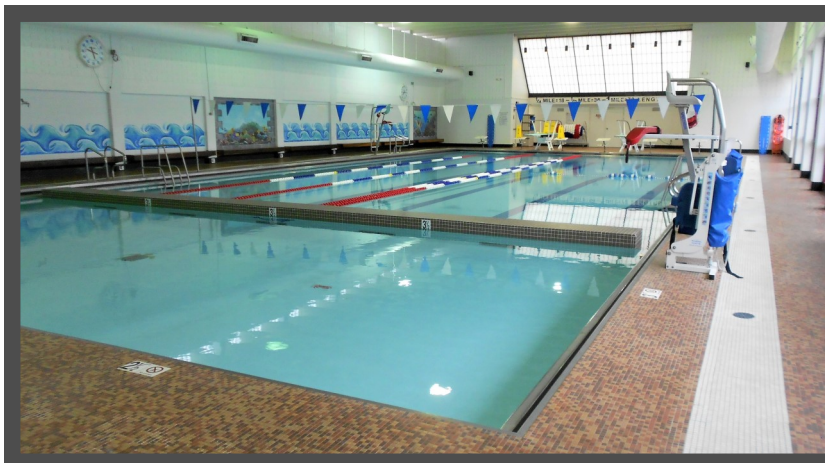
In general, recreation services, events and facilities have a substantial effect on the economies of communities, both



immediate and long-term. These offerings attract people who spend money in nearby hotels, shops and restaurants. Additionally, excellent recreation and park services have shown to improve property values of nearby homes, which can increase tax revenue. Recreation can play a large role in youth development, which has the long-term economic benefit of helping adolescents grow into productive adults. Positive effects on physical and mental health, social well-being and the environment as a result of parks and recreation services have real immediate and long-term monetary benefits.

AQUATICS

An indoor natatorium and an outdoor water park host water activities throughout the year



THE GAITHERSBURG AQUATIC CENTER (GAC): A YEAR-ROUND LOCALE FOR ATHLETES AND ENTHUSIASTS

GAC Attendance:	31,546
GAC Revenue:	\$171,329
Water Park Attendance:	59,862
Water Park Revenue:	\$537,954

Due to **high demand**, staff continued a Sunday morning water exercise class.

GAC hosted **school and community groups**, including Montgomery County Public Schools (MCPS) and private school swimming and dive team practices and meets, Camp Connections (a group that works with participants with Autism), 20th Century Tours, and the Gaithersburg Youth Club. The GAC team provided safety staff for Gaithersburg Middle School physical education classes, managed **swim lesson and water exercise programs**, administered swim tests to members of a local Cub Scouts group, and **advertised employment opportunities** at local high schools.

Maintenance projects and facility improvements included preventive maintenance on ultraviolet filters, the replacement of 12 natatorium lights with high efficiency LED lights, pool plaster draining, cleaning, and washing, and tile repairs.

Staff conducted Swim Instructor **training**, monthly in-service trainings, American Red Cross Water Safety Instructor Training in partnership with the City of Rockville, updated all City Lifeguard Instructors to the new American Red Cross program, and promoted three lifeguards to pool operators/managers.

GAC maintained a high standard of **health and safety**, passing all Montgomery County Health Department inspections. Staff also participated in PR&C Safety Committee meetings.

Program fees for swim lessons increased by \$5.00 per program at both aquatics locations.



THE WATER PARK: A RESORT-LIKE DESTINATION FOR ALL TO ENJOY



Daily admission for the **Water Park** was adjusted to a three tier pricing structure: City resident, Montgomery County resident, and out-of-county resident. Fridays were included in weekend admission and pricing.

The Water Park demonstrated its focus on **serving Gaithersburg residents** by holding a Resident and Member Only event to correspond with SummerFest and reserving Resident and Member only admission from 11:00 a.m.– Noon on weekends. The Water Park also hosted three family fun nights for Residents and Members only.

The facility hosted **groups and events** including City Camp Boat Races, the Asbury Employee Appreciation event, an Autism Ambassadors exclusive rental, and a free Water Safety Day in conjunction with the City of Rockville and Montgomery County Recreation. The Water Park presented a WHALE Tales Safety lesson to the City's Summer Camp Kinderplay program.

Maintenance projects and facility improvements included preventive maintenance on ultraviolet filters, winterization, and continuing collaboration with the Project Team for the Water Slide Replacement Project. A vendor was selected and the contract awarded.

Staff conducted Swim Instructor training, maintained a quality in-service program for staff throughout the summer season, organized and conducted Staff Olympics at the conclusion of the in-service training program, organized and conducted a lifeguard certification course for Pool Attendant staff, and updated all City Lifeguard Instructors to the new American Red Cross program.



ARTS & CULTURAL PROGRAMS

Dynamic visual, performing and cultural arts programs



Kentlands Mansion Attendance: 22,768

Kentlands Mansion Revenue: \$153,850

Arts Barn Attendance: 59,098

Art Barn Revenue: \$208,665



The arts enable us to freely pursue creative expressions that are as varied and diverse as the people who comprise our community. Events celebrate traditions and build our community's sense of identity. Gaithersburg's cultural programs and events bring people together for life-enriching experiences and shape our identity as a dynamic city.



"I just wanted to say thank you for coordinating the concert; it was a truly fantastic experience, and I really enjoyed performing and listening to all the other amazing musicians as well! The encouragement I received from the judges, and also the inspiration from listening to the other performances, has definitely motivated me to continue practicing and truly appreciate music!" —Angela Wu (First Place Winner, Young Artist Award - Piano Category)



ESTABLISHING A CULTURAL PRESENCE IN THE COMMUNITY

The **Arts Barn**, a heavily-used facility, offered a broad range of family, child and adult programming, a diversified marketing strategy, and community outreach targeted at residents, older adults and young families. In FY18, the Arts Barn celebrated its 15th Anniversary with an event that drew 120 participants, including Council Members Mike Sesma, Ryan Spiegel, and Neil Harris. Arts on the Green and Arts Barn programs received 19 feature stories in local media, the e-newsletter subscriber base rose by 59%, and the Arts Barn was named “Best Community Theatre of 2018” by readers of *Montgomery Magazine*.

In FY18, **Kentlands Mansion** was noted for providing excellent customer service and a vibrant facility for 161 events serving 22,768 patrons. Staff showcased the facility through a number of marketing initiatives including print, broadcast and social media. The Mansion partnered with WeddingWire.com to produce an interactive 3-D tour for Kentlands Mansion and was featured on *Capitol Romance* and *United with Love* wedding blogs. Other events included Moonlight Movies at the Mansion, a Community Art Project, Breakfast with Santa, and many professional meetings and conferences.

The **Gaithersburg Community Museum and International Latitude Observatory** held a special event for the solar eclipse during FY18, something that will not happen again for another seven years. The Museum and Observatory welcomed 15,162 patrons during FY18. It was awarded a “2018 Explore Science: Let’s Do Chemistry Kit”—one of 250 nationwide to receive this resource. It was again selected to receive an “Earth & Space NISENet Tool Box”—also one of 250 nationwide to receive this resource. All Aboard with Santa was expanded to almost double the number of attendees and still sold out before the event. The Museum hosted 74 events and there was a 50% increase in Facebook likes from FY17 to FY18. Staff continued the development of exhibits and interactive activities at the Museum and Observatory to enhance visitor experiences.

REGIONAL AND COMMUNITY EVENTS

A festival for every season and numerous local celebrations

COMMEMORATING, DISCOVERING AND REJOICING THROUGHOUT THE YEAR

The Main Street and Fulks Corner Markets had a total of 42 vendors including farmers, food vendors, and artisans and more than 22,000 attendees.

Thursday Morning Kids Concerts continued to be very successful throughout the summer months, with many families attending each week as part of their regular schedule. Attendees included classes of students from Gaithersburg Elementary School and a variety of local preschools.

St. Patrick's Day Parade, attended by 5,000 people, was held in partnership with Rio Washingtonian. Radio station 94.7 FRESH FM provided on air morning deejays as emcees for the St. Patrick's Day Parade.

The Labor Day Parade featured 84 units, including characters, bands, dance teams, cultural groups, local businesses, nonprofit organizations, elected officials, and political candidates. There were 9,000 spectators in attendance.

Memorial Day Observance was attended by 57 guests. The guest speaker was Lieutenant Colonel (USA Retired) Stephen E. Freeman. The National Anthem was sung by Georgia Dallasta, the 1st place vocal winner of the City's Young Artist Award Program.

Veterans Day Observance was attended by 110 guests. Remarks were delivered by Major Anne Barlieb, Combat Helicopter Pilot and Wounded Warrior. She delivered an inspirational speech, made even more special by the accompaniment of two rehabilitated American Eagles.

Staff supported the **3rd Annual La Milla de Mayo One Mile Race and Festival** through Olde Towne. 300 people came to enjoy the festival, which included live Salsa music, dancing, games, award announcements, arts and crafts, and activities for families. Participants enjoyed free book giveaways sponsored by Discover Books.

Preschool programs entitled "Summer in the Garden" were held at **Constitution Gardens** throughout the summer months. Programs included interactive dancing, exploring the gardens with stories, and incorporating arts and crafts into the outdoor space.

Jingle Jubilee and Tree Lighting attracted 1,100 attendees. In addition to the annual tree lighting, Santa arrived riding on top of a highly decorated fire truck with sirens blaring.

The **Multicultural Affairs Committee** held the second DiverseCity Showcase in partnership with Lakeforest Mall and a Social Powwow in partnership with the Indian Health Service Headquarters Employee Association. Each event attracted approximately 600 attendees.





WOWING VISITORS WITH CONTEMPORARY ELEMENTS AND EXCITING THEMES

Winter Lights increased revenue to \$340,259; a \$20,622 increase from the previous year. More than 84,000 people attended this month-long holiday Festival. Several of the Enchanted Evening special events including Wine Under the Lights, Run Under the Lights, and S'more Lights sold out in advance.

Oktoberfest attendance remained consistent, drawing approximately 25,000 attendees. The Festival continued to develop partnerships with area organizations to offer activities such as Paint & Sip.

The **Gaithersburg Book Festival** recruited outstanding authors who were successful at drawing more than 14,000 attendees, despite a steady rain.

SummerFest was held twice in FY18: July 1, 2017 and June 30, 2018. The fireworks and "ultimate lawn parties" were held at Bohrer Park. Attendees enjoyed the event's expanded programming and picturesque setting. Attendance was estimated at 35,000 for each festival.

Total Event Revenue (Including Sponsorships):	\$459,951
Total Attendance:	247,897
Total Hours Contributed by Volunteers:	1,960

YOUTH SERVICES

Two centers, school activities, and a wide variety of programs engage youth throughout the City

Gaithersburg's facilities and programs offer safe, fun activities for children in grades 1-12. After school programs, clubs, trips, and out-of-school-time camps run throughout the year. Multiple camps in the summer offer themes to excite the mind, exercise the body, and enhance the spirit.

YOUTH DEVELOPMENT AT ITS BEST

During FY18, **Youth Services** partnered with local schools and tailored programs to meet the needs and interests of children throughout the City. The **Olde Towne Youth Center** was awarded the Maryland Agricultural Education Foundation Urban Garden Grant to continue a garden program and promote a healthy lifestyle.

The Gaithersburg Youth Club (GYC) displayed a strong presence in the community through engaging programs. During FY18, a new volunteer opportunity called Pack for Troops was created at the **Robertson Park Youth Center**. GYC Members created care packages and donated them to USO Metropolitan Washington-Baltimore for distribution. The GYC Supper Club and the gender-specific mentoring program called Girlzz/Boyyz Break were merged to create a higher quality mentoring opportunity. To promote open conversation among GYC members, new programs called Tea Time and Food 4 Thought were established. The Center also partnered with the Gaithersburg Beloved Community Initiative to host the second annual *Courageous Conversations* program, which facilitates honest and productive inter-generational conversations about prejudice and discrimination dialogue circles.

The After School Program (ASP) saw a 5% increase in total ASP individual registrations and an 86% attendance rate average for the school year. Community Development Block Grant (CDBG) money was utilized to program a dynamic enrichment opportunity for Baile Club to see the professional dance group, Diavolo, perform at the Kennedy Center. Additionally, with instruction and shoes provided by Metropolitan Ballet Theatre (MBT), participants performed two uniquely choreographed dance recitals for large audiences at Asbury Methodist Village. ASP continued its five-year long partnership with MBT and solidified a new partnership with Manna Food Center to bring a hybrid nutrition/cooking class to the program. Staff marketed programs at Back to School Nights and were available to connect with prospective students and parents. Parents were kept in the loop through a monthly e-bulletin. Parents and participants were also surveyed.





WHAT THE KIDS SAY

"[The Youth Center] helps with homework, is extremely fun, and there are a variety of options. I also like the fact that I can see a counselor."

"I wanted to come to Baile Club because I can be myself."

"I like to come to ASP because then I don't just sit and watch TV at home."

The **Student Union** had a 11.6% increase in memberships, with 460 registered high school student members primarily attending Gaithersburg and Quince Orchard High Schools. Members volunteered for a collective total of 1,660 hours at City and community events. During FY18, the Student Union and Forever Sisters volunteered at the Summer Camp Fair, La Milla de Mayo, the Gaithersburg Book Festival, SummerFest, and Oktoberfest.

The Student Union also partnered with Identity, Inc. and Gaithersburg High School for a summer program called the Trojan Experience, funded by a Trawick Foundation Grant. For four weeks, the City hosted a cohort of up to 25 students each week for Student Service Learning (SSL) projects. The grant supported approximately 100 Student Union memberships.

During FY18, the Student Union launched the Reading Together program at Brown Station Elementary School, partnered with the Benjamin Gaither Center in intergenerational programs, and coordinated and participated in the Soccer 4 Change league with Montgomery County.

The **Summer Camp** program provides an extensive range of summer experience programming options to meet the varied and unique needs of the area's youth. The type and quantity of summer offerings are annually evaluated to ensure there is a sufficient assortment of programs to serve all age ranges, time frames, and locations.

During FY18, the City provided a combination of opportunities, including full and half-day camp options, specialty STEAM mini-camps, after-care programs, and daily activities at the Youth Centers. Our summer camps promoted the value of volunteerism and community service among campers and staff members.

After School Program Revenue:	\$18,000+
Youth Center Total Attendance:	32,012
Total Summer Program Registrations:	2,248
City Resident Registrations:	1,577
2018 Summer Camp Revenue:	\$466,521



PARKS AND FACILITIES

28 parks covering more than 870 acres of active and passive space

Gaithersburg's outdoor spaces provide a variety of locales for athletics, relaxation, and social gatherings. Facilities accommodate swimming, rentals, indoor sports, events, camps, and more.



With its multi-faceted appeal and functionality, the **Activity Center at Bohrer Park** is a popular venue for a variety of multi-cultural, community and sports events. FY18 highlights included numerous Quinceañera parties, the Islamic Center of Maryland services and fundraisers, the Islamic Center of Germantown socials and fundraisers, Holy Family prayer group, sports tournaments, a community basketball clinic, futsal tournament, karate tournaments, the American Tae Kwan Do national qualifier, a Hispanic College Fair, bead shows, political forums, and local and state government meetings. An estimated 3,981 voters utilized the Activity Center as an early voting center for Primary Elections (June 13 – June 22, 2018).

The Center received excellent feedback from rental patrons. 100% of the returned surveys stated that the Center was appropriately arranged, clean and desirable; 100% of the returned surveys stated that the rental reservation process was convenient; and 96% of returned surveys indicated that they would rent a room or gymnasium again or recommend the facility to others.

Activity Center Attendance:	151,292
Activity Center Revenue:	\$203,705
Casey Community Center Rental Attendance:	78,663
Casey Community Center Revenue:	\$232,440
Mini Golf Attendance:	14,808
Mini Golf Revenue:	\$94,530

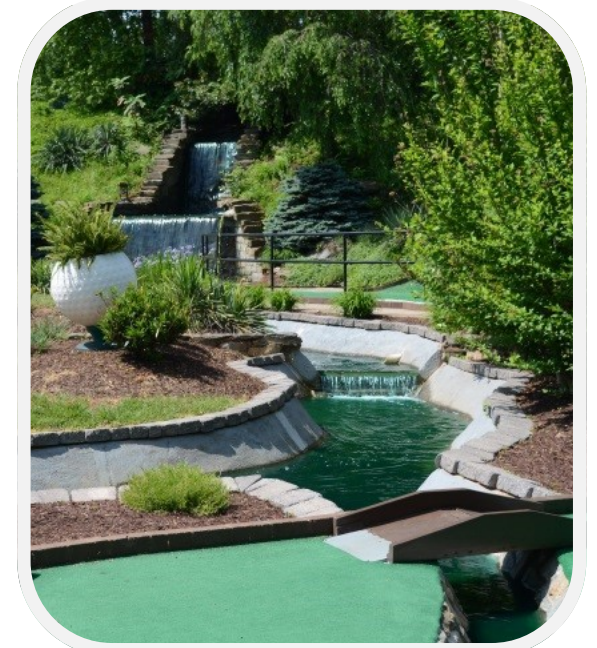
A SPACE FOR EVERY OCCASION

Casey Community Center remained a well-utilized destination for rentals and community programs such as Creative Tot Time (CTT). CTT provides a nurturing environment to promote social skills, language arts, math, crafts, and music. During FY18, a logo was designed for both the Center and the CTT program so patrons could more readily identify with Casey Community Center. Also during FY18, a cooking program was introduced, and a History Wall was established, illustrating the interesting history of the building. This also marks the first year of programming returning to the Center since 1998. As a community service, a life-saving blood drive was also conducted in FY18.

The **Miniature Golf Course** provides a beautifully landscaped venue for group outings, birthday parties and family fun. Significant course maintenance was completed in FY18 to address flooding and erosion issues. Promotional dates were scheduled throughout the season, including Mother's Day, Father's Day, Grandparent's Day, Military Appreciation Day, Senior Day and Couples Day. The Gaithersburg-Germantown Chamber of Commerce held an annual event at the course in August. Admission, rental and group reservation fees were evaluated and compared to other jurisdictions. No fee increases were recommended for FY18.

The **Skate Park's** fee-based programs, including School of Skate summer clinics and group lessons, continued to be popular in FY18. A total of 112 registrations were received and marketing efforts to engage more City residents proved effective, with a 47% City residency rate for School of Skate. FY18 was challenging due to inclement weather and a shortened season, but continued use still demonstrated the need for a safe space for skateboarders within City limits. The Skate Park revenue was \$11,888.

The always-popular **Picnic Pavilion Rental Program** had a successful 2018 season despite a very wet summer. There were more than 200 rentals and 18,000 event attendees. Year-end surveys indicated that 100% of rental patrons felt that the reservation and facility staff was courteous and professional. Additionally, 100% of rental patrons indicated the rental experience at the picnic pavilions met their expectations.



SENIOR SERVICES

Programs at the Benjamin Gaither Center and beyond serve adults ages 55 and better

The Benjamin Gaither Center is committed to the provision of a variety of activities that encourage and support senior health, personal interest and social interaction. The foundation of the Center is based on the spirit and principles of the CHARACTER COUNTS!® Program.



Annual Attendance: 30,453

Benjamin Gaither Center Revenue: \$205,258



LIFELONG LEARNING AND HEALTHY LIVING

Program/Events Highlights

- The Center instituted a “Happy Hour” series of events and a series of Decluttering Workshops for members.
- A Solar Eclipse Party, Parrothead Party, the annual Active Aging Expo, and a Block Party co-sponsored with Diamond Square Apartments were held during FY18.
- Weekly lectures, known as “Tuesday Talks,” began on a wide range of subjects.
- The monthly breakfast was rebranded and improved to include themed breakfasts. Participation increased.
- The Center held State Health Insurance Program (SHIP) informational meetings in the evenings.
- The Center hosted the mobile dental clinic for its annual visit.



Reaching Out and Staying in Touch

- Staff did presentations to the Villages at Lakelands/Kentlands and the Oaks at Olde Towne.
- Staff attended two community fairs in Germantown as well as SummerFest and Oktoberfest.
- A new twice-yearly “Meet and Greet” with staff was added.
- Staff provided more follow up to guests and members who had not been to the Center for a while.
- Staff built more relationships with members by participating in and leading activities such as “Wednesday Walkers” and various trips.

Staff Development

- BGC staff met with staff from local senior facilities programs including Hillside Senior Living Apartments, Montgomery County Recreation regarding transportation issues, and Rockville Senior Center to learn how their Nutrition and Transportation reservation systems work.
- Staff formalized the network of health and mental health services offered at the Center into the “Wellness Service Team” and added a pharmacist to the team.

Updates

- Members of the BGC Fitness Center can now use their membership to access the “Fitness Zone” at the Activity Center at Bohrer Park. BGC members are very happy about this decision.
- A two-person membership package was introduced with the switch to the Active registration system.
- Trip fees were increased by \$2.
- The cancellation policies were updated.
- A comprehensive advertising plan was established including ads in the *Lakelands Leader*, local church newsletters, Harris Teeter prescription bags, and a new design for roadway banners.

RECREATION

More than 500 recreation classes for all interests and age groups

NEW OFFERINGS AND CLASSIC FAVORITES KEEP GAITHERSBURG AT THE FOREFRONT OF FITNESS AND FUN!

PRC partnered again with **Connect the Dots** dance company to offer our ballet students the opportunity to perform in “The Nutcracker”. All costs for rental of space, instructors, and scenery were borne by Connect the Dots.

Cost comparisons show our fees are below the private sector, and squarely in line with Rockville, Montgomery Village, and Frederick (City) Departments of Recreation.

The first **International Day of Yoga** was held on June 16 to expand our reach in the local Yoga community. We partnered with Opus Yoga.

The Recreation team continued to expand the number of free outdoor community classes offered by adding **Tai Chi** in addition to Yoga and Zumba in the Park. Deliberate outreach efforts were made with both English and Chinese flyers to participants of the Chinese Culture and Community Service Center (CCACC).

The City of Gaithersburg partnered with Montgomery County Department of Health and Human Services to promote the **Move More Montgomery 100 Mile Challenge**.



Kentlands Mansion was utilized for a series of **meditation workshops**, which offered the participants necessary comfort and quiet.

Marketing efforts included **Go! Gaithersburg Guide**, Facebook boosts, quarterly registration banners, use of marquees, materials at City special events, bus stop posters, and mailed postcards in conjunction with the SMART marketing initiative.

Recreation Classes Attendance: 4,156

Recreation Classes Revenue: \$218,705

SPORTS

Leagues, tournaments, and workshops for every age group

The City provides opportunities for youth and adults to participate in a variety of sports programming throughout the year. With quality facilities and innovative programming, the City's robust sports program offers something for everyone.

The City's vibrant youth sports program provided enriching sports opportunities for residents. The unique philosophy of the sports program has made it a draw for families in the greater Gaithersburg and Montgomery County area. During FY18, there were 4,134 registrations in **Youth Sports** programs.

Pickleball has become the fastest growing sport in the country. The City started resurfacing projects on three outdoor tennis court facilities in FY18. All three were outfitted with "blended lines" for Pickleball courts.

The City's **indoor volleyball leagues** continued to be filled to capacity, with teams on the waitlist. The City conducts one of the few adult volleyball leagues still held this region. **Outdoor volleyball** included a four vs four (Fours) division along with a two vs two (Doubles) division on the grass at Diamond Farms Park.



The **"Pin Busters" Senior Bowling League** has continued its growth, with an average of 22 participants per session.

Two Golf Tournaments were conducted, serving 162 golfers and raising funds to support the volunteer coaches picnic and coaches certification program.



In FY18, the City incorporated a new coaches certification program called **Positive Coaches Alliance**. More than 100 coaches participated in one of the three clinics that were held.

At its annual Good Sports Banquet, the **Mid-Atlantic Recreation, Parks and Sports Association (MARPSA)** recognized Don May, who has coached teams in the City leagues for 15 years, as the Good Sports Coach of the Year for 2017. MARPSA also recognized Efrain Viana as Administrator of the Year and Isabel Fairbanks as the Good Sports Player of the Year.

304 volunteer coaches donated more than 15,800 hours instructing the City's youth and teens.

The **Ready, Set, Run** program continued this year, with 90% of the runners accomplishing their goal by completing the Kentlands/Lakelands 5K Run.

The youth sports class and clinic programs were expanded to include another volleyball camp for intermediate skilled players as well as **Speed and Agility clinics**. Both received positive responses.

Sportsfest invited the public to try new sports; generated partnerships with Washington Suburban Sanitary Commission (WSSC), Gaithersburg Giants, and United Healthcare; and reinforced the City's commitment to the health and wellness of its residents.

Youth Sports Revenue:	\$269,844
Adult Sports Revenue:	\$94,556
Volunteer Coaching Hours:	15,800

"I wanted to thank the City of Gaithersburg Sports Team for their work in providing sports opportunities for youth in the City. My son started at age 8 when we moved to the City and I wanted him to participate but had limited resources. The City program provided him with a love for sports that lead him to play for four years at QOHS and now will be playing in college. Thank you!" -Latrishia Dye, Sports Parent

COMMITTEES

Four volunteer committees contribute to the goals of our Department

The work of Mayor and City Council-appointed committees and boards plays an important role in the Department of Parks, Recreation & Culture and the Gaithersburg community. We are grateful to those who gave their time, energy and valuable insights in FY18. ***Thank You!***

Cultural Arts Advisory Committee

Mission: To promote a cultural, social and economic climate in which artistic expression and creative excellence can flourish.



Gaithersburg Book Festival Committee

Mission: The Gaithersburg Book Festival is a celebration of the written word and its power to enrich the human experience. Our mission is to foster an interest in reading, writing and literary conversation.



Multicultural Affairs Committee

Mission: To continue to enrich our City through the promotion of understanding, respect and appreciation of the many cultures of Gaithersburg.



Senior Advisory Committee

Mission: To act as liaisons between the staff and the Center membership, ambassadors to the community and advisors to the Mayor and City Council, promoting and supporting programs and services for individuals ages 55 and over.

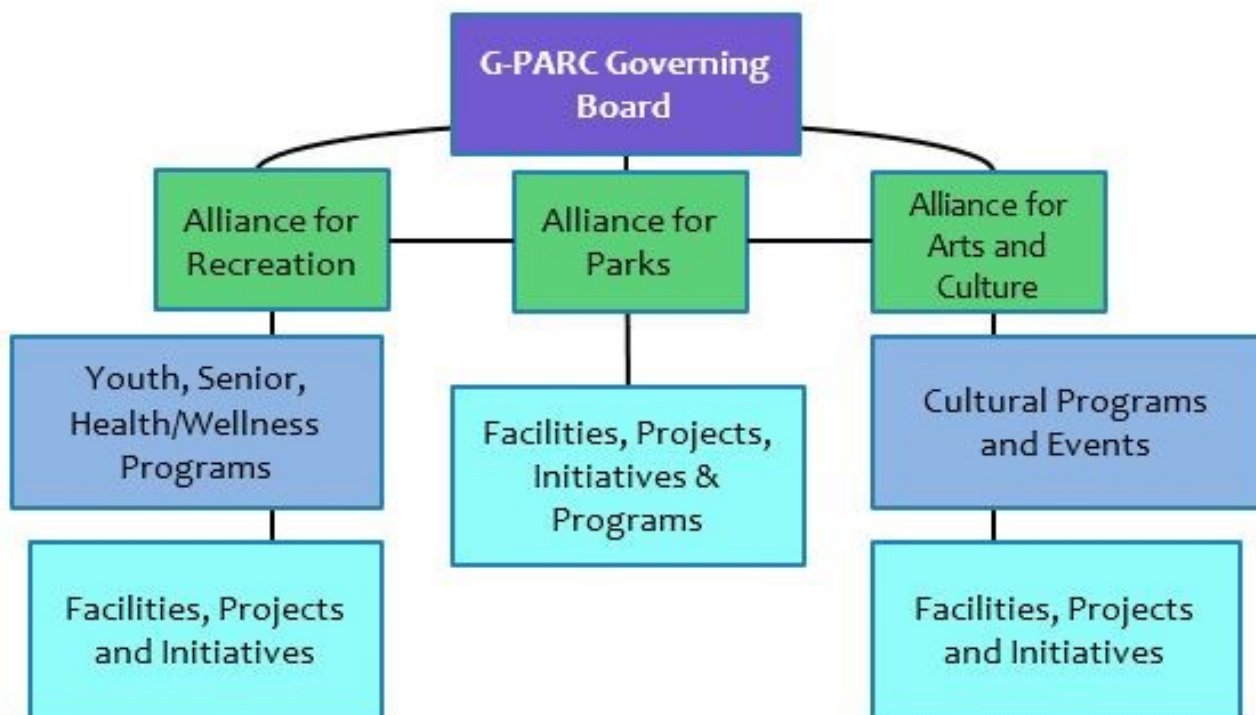
G-PARC

Re-envisioning GAMFC

The **Gaithersburg Arts and Monuments Funding Corporation (GAMFC)** is a 501(c)(3), tax exempt, charitable organization whose mission is to heighten the awareness of revitalization and arts initiatives within the City of Gaithersburg and to raise funds to support those programs and initiatives. GAMFC was incorporated in 2004 and received a 501(c)(3) designation in 2006.

In recent years, it has become apparent that the City's parks and recreation programs would benefit from a similar nonprofit organization. Rather than create a new nonprofit, it was proposed that GAMFC be reorganized to take on a broader developmental and programming role to include parks and recreation.

In FY19, this organization was expanded by an ordinance to amend Chapter 6B of City Code to form **Gaithersburg Parks, Arts, and Recreation Corporation (G-PARC)**, a 501(c)(3), tax exempt, charitable organization. The amendment expanded the scope and broadened the mission to include parks and recreation. This also centralized strategic planning and formalized the fundraising mechanism for PR&C.



LOOKING FORWARD

OUR GOALS FOR FY19 INCLUDE:

MARKETING AND OUTREACH

- Continue to harness the power of social media to reach a variety of demographic groups; expand our online presence
- Build on cross-marketing and unified branding strategies developed by the Strategic Marketing Approach Recreation Team (SMART), a group of people dedicated to effectively and efficiently advertising programs and communicating the Department's mission
- Collaborate with PIO to meet goals
- Utilize citizen input to develop programs that are engaging and relevant to the community
- Explore strategic partnerships with area businesses, educators and potential programming partners
- Identify and cultivate potential sponsors
- Conduct quarterly surveys to assess successes and failures in serving patrons
- Seek to increase revenue in FY19 by maximizing participation in current programs and offering new options

CUSTOMER SERVICE AND SUPPORT

- Keep patrons informed through social media and online newsletters
- Facilitate participation by people of all backgrounds, upholding our commitment to diversity and inclusion
- Provide fingerprinting services for staff, volunteers, and general public

FEES AND POLICIES

- Make relevant training available to all staff including safety, diversity and ethics
- Promote wellness in the workplace through new initiatives and educational tools
- Implement Safety Committee recommendations and Emergency Action Plans
- Continue to review and evaluate Rental, Admission and Membership fees by monitoring trends and comparing to other area jurisdictions



800+ Volunteers



**40+ Youth Services
Programs & Events**



**300+ Arts & Culture
Programs, Classes,
& Events**



PRC at a Glance

Move, Play, Grow.



**500+ Recreation
Classes**

**50+ Sports Leagues &
Programs**



28 Parks

13 Facilities



**100+ Regional
& Community Events**

**150+ Senior Programs
& Events**



Annual Report

Fiscal Year 18

City of Gaithersburg

Department of Parks, Recreation & Culture

506 South Frederick Avenue, Gaithersburg, Maryland 20877
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City Officials– 2018

Mayor

Jud Ashman

Council Members

Neil Harris

Laurie-Anne Sayles

Michael A. Sesma

Ryan Spiegel

Robert T. Wu

City Manager

Tony Tomasello

Department Director

Michele R. Potter

